

## ORDER



**Orders**  
**Order / Rev:** 722325  
**Alt Order #:** 06373935  
**Product Desc:** FRIENDS OF C MACK  
**Estimate:** 601  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** McLaughlin & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 566 South Route 303  
 Blauvelt, NY 10913

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mack,C/ R / Senate  
**Demographic:** A65+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	35	\$27,985.00	\$23,787.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$27,985.00	\$23,787.25	0.00
<b>Totals</b>	<b>35</b>	<b>\$27,985.00</b>	<b>\$23,787.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	36%	\$27,985.00
Market	100%	\$77,736.11

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	31%	\$24,098.19
WJXX	8%	\$6,218.89
WTEV	25%	\$19,434.03

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/16/12	10/19/12	M-F 6-7a M-F 6-7am (6:00 AM-6:30 AM)	CM	6a-7a	- T - - F - -	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- T - - F - -		2				\$900.00		0.00			
E 2	WTLV	10/22/12	10/22/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	M - - - - -	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M - - - - -		1				\$950.00		0.00			
E 3	WTLV	10/17/12	10/18/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	- - WT - - -	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - WT - - -		2				\$950.00		0.00			

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/22/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$800.00		0.00			
E 5	WTLV	10/16/12	10/19/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	- TWTF - -	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4				\$800.00		0.00			
E 6	WTLV	10/22/12	10/22/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M- - - - -	:30	1	\$170.00	P-1	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$170.00		0.00			
E 7	WTLV	10/16/12	10/19/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	- TWTF - -	:30	4	\$170.00	P-1	0.00	NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4				\$170.00		0.00			
E 8	WTLV	10/22/12	10/22/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M- - - - -	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$575.00		0.00			
E 9	WTLV	10/16/12	10/18/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	- T- T- - -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- T- T- - -		2				\$575.00		0.00			
E 10	WTLV	10/22/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M- - - - -	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$1,000.00		0.00			
E 11	WTLV	10/17/12	10/19/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	- - W- F- -	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- F- -		2				\$1,000.00		0.00			
E 12	WTLV	10/18/12	10/19/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	- - - TF- -	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - TF- -		2				\$1,000.00		0.00			
E 13	WTLV	10/16/12	10/17/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	- TW- - - -	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TW- - - -		2				\$1,200.00		0.00			
E 14	WTLV	10/22/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M- - - - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$400.00		0.00			
E 15	WTLV	10/16/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	- TWTF- -	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF- -		4				\$400.00		0.00			
E 16	WTLV	10/17/12	10/17/12	Prime Political Program Prime Political Program	CM	Prime Political Pro	- - W- - - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - W- - - -		2				\$3,000.00		0.00			
E 17	WTLV	10/20/12	10/20/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	- - - - - S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- - - - - S-		1				\$175.00		0.00			
E 18	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	- - - - - S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 18	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00 NM	1	\$850.00
<div><div><div><div><u>Start Date</u></div><div>10/15/12</div></div><div><div><u>End Date</u></div><div>10/21/12</div></div><div><div><u>Weekdays</u></div><div>-----S</div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$850.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div>														
E 19	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00 NM	1	\$335.00
<div><div><div><div><u>Start Date</u></div><div>10/15/12</div></div><div><div><u>End Date</u></div><div>10/21/12</div></div><div><div><u>Weekdays</u></div><div>-----S</div></div><div><div><u>Spots/Week</u></div><div>1</div></div><div><div><u>Rate</u></div><div>\$335.00</div></div><div><div><u>Rating</u></div><div>0.00</div></div></div></div>														
Totals													35	\$27,985.00